

## UTAH FILM COMMISSION 2009 PRESS ARCHIVE

### JANUARY

[Sundance Filmmakers Excited About Proposed Utah Film Incentive Boost to 20%.....2](#)

### APRIL

[Utah Film Commission Ready to Boost Utah's Film Industry.....4](#)

### DECEMBER

[Utah Film Commission Announces Winners of the 2009 "Spot On" Commercial Contest...6](#)

[Utah Olympic Venues Spotlited for Vancouver 2010 Olympic Winter Games .....8](#)



# Governor's Office of Economic Development

State of Utah

JON M. HUNTSMAN, JR.  
*Governor*

GARY R. HERBERT  
*Lieutenant Governor*

JASON P. PERRY  
*Executive Director*

MARSHALL D. MOORE  
*Director*

FOR IMMEDIATE RELEASE:  
January 23, 2009

Contact:  
Trevor Snarr  
[tgsnarr@utah.gov](mailto:tgsnarr@utah.gov)  
801.538.8740

## **Sundance Filmmakers Excited About Proposed Utah Film Incentive Boost to 20%**

Park City, UT – The Utah Film Commission (UFC), Association of Film Commissioners International (AFCI) and Park City Film Commission hosted more than 100 filmmakers at the Sundance Film Festival filmmakers' brunch. Jason Perry, executive director of the Governor's Office of Economic Development (GOED), and Marshall Moore, director of the UFC, welcomed local, national, and international filmmakers to the State.

Included in the warm welcome was Jason Perry's announcement to attending filmmakers that new Utah film incentive legislation will be under review for the 2009 General Session of the Utah Legislator. The proposed legislation, "Financial Incentives for Motion Picture Industry," Senate Bill 14, would increase the current Motion Picture Incentive Fund (MPIF) from a 15% post performance rebate to 20%. "This new bill will sustain, grow and make Utah one of the premiere destinations for filmmaker's all over the world," said Perry.

The MPIF's return on investment for the State has been a high priority for the Governor's Office of Economic Development and the 2009 legislative session. "This bill is a great way to increase economic activity through film production," Perry added. He also stated Governor Huntsman's goal of making Utah not "Hollywood" or "Bollywood" but "Saltywood."

"This bill will make the State more competitive with other states like New Mexico and Louisiana in attracting bigger budget productions" said Moore. The Sundance Film Festival is one of many channels Utah has to communicate its upcoming film incentive legislation to filmmakers all over the world. "As a sustaining sponsor of the Sundance Film Festival, we are always excited to host filmmakers from all over and promote both independent and studio productions," he added.

– more –



UTAH FILM  
COMMISSION

Utah Film Commission • Council Hall/Capitol Hill, 300 North State Street • Salt Lake City, Utah 84114  
801.538.8740 • 800.453.8824 • Facsimile 801.538.1397 • [film.utah.gov](http://film.utah.gov)



Among celebrities attending the event was film, television and theater actor Edward Herrmman, (“Grey’s Anatomy,” “Gilmore Girls”, and narrator for The History Channel) who spoke briefly at the brunch welcoming filmmakers. Herrmman noted it had been a long time since he attended the festival with his wife, Starr, whom he met while filming in Utah. Lucas Grabeel (“High School Musical 3: Senior Year,” “The Adventures of Food Boy”) was also among the attendees.

Pat Kaufman, former president and current AFCI board member, welcomed everybody at the brunch and noted the hospitality of the State of Utah and the Sundance Film Festival. The annual brunch provides an opportunity for visiting filmmakers to come together with the Utah film industry and learn more about what Utah can offer them for future projects. The UFC has been a sustaining sponsor of the Sundance Film Festival since its inception 25 years ago.

###



## Governor's Office of Economic Development

State of Utah

JON M. HUNTSMAN, JR.  
*Governor*

GARY R. HERBERT  
*Lieutenant Governor*

JASON P. PERRY  
*Executive Director*

MARSHALL D. MOORE  
*Director*

FOR IMMEDIATE RELEASE:  
April 7, 2009

Contact:  
Trevor Snarr  
[tgsnarr@utah.gov](mailto:tgsnarr@utah.gov)  
801.538.8740

### **Utah Film Commission Ready to Boost Utah's Film Industry**

*New incentive program will promote Utah's "Saltywood" as the place for film production*

Salt Lake City – The signing of Senate Bill 14 "Financial Incentives for Motion Picture Productions," has given the green light to the Utah Film Commission to start aggressively marketing the state for large budget films and studio productions. The Motion Picture Incentive Fund (MPIF) has now been restructured to be attractive to the major productions while still appealing to the smaller independent film companies. The MPIF will now be able to offer an incentive of up to 20% of the money spent in the State in the form of a cash rebate or refundable tax credit up to \$500,000 for smaller films and as a tax credit when the incentive exceeds \$500,000 for major productions.

This bill will create new jobs and bring in more tax dollars for Utah. It is estimated the state will see 4,500 jobs generated through the new film incentive program. "Our crews are already known as some of the best in the business," said Governor Jon Huntsman. "There is Hollywood and Bollywood, Utah has Saltywood. The combination of the enhanced incentive, our variety of scenery and locations, as well as our proximity to Los Angeles all contribute to our reputation as a premier destination for filmmaking," said Governor Huntsman.

The Utah Film Commission is excited about the increased incentive and the flexibility now allowed under the current law. "We know filmmakers will be excited about this change and we will be presenting this new program at the *Locations Trade Show* hosted by the Association of Film Commissioners International in April. We will follow the trade show with personal visits to the studios and networks," said Film Commission director Marshall Moore.

The MPIF's return on investment has been a high priority for Jason Perry, executive director of the Governor's Office of Economic Development (GOED). "Every dollar we spend will generate two-and-a-half dollars in return." GOED conducted a comprehensive economic impact study on film incentives during the past 10 months, concluding that the incentive money spent is a sound investment for the state.

– more –



UTAH FILM  
COMMISSION

Utah Film Commission • Council Hall/Capitol Hill, 300 North State Street • Salt Lake City, Utah 84114  
801.538.8740 • 800.453.8824 • Facsimile 801.538.1397 • [film.utah.gov](http://film.utah.gov)

UTAH  
LIFE ELEVATED™

“The positive impact is significant. Not only will the Utah film industry grow, but our communities generally will see substantial benefits from film productions that will add excitement and new revenue whenever a production is produced in their area of the state,” added Perry.

The economic impact of films that used incentives between 2005 and 2009 was \$115 million. The MPIF has also helped create 3,000 Utah jobs over the same period. Job creation was a big factor in passing the bill. Don Schain who produced all of the “High School Musical” series and “The Worlds Fastest Indian,” reiterated to the Revenue and Taxation Committee during the legislation that more than 90% of people working on a typical movie set are from Utah. “During the production of ‘High School Musical 3: Senior Year’ we had a full time crew of approximately 150, and 140 of them were from Utah,” said Schain.

# # #

**About the Utah Film Commission:**

Formed in 1974, the Utah Film Commission is part of the Governor's Office of Economic Development and is a member of the Association of Film Commissioners International. The mission of the Utah Film Commission is to create high paying quality jobs within the motion picture industry, market the entire state as a location for film and commercial production, and to promote the use of Utah support services and professionals. The commission is client driven –servicing both in state and out-of-state as well as international production companies. For more information about the Utah Film Commission visit [film.utah.gov](http://film.utah.gov).



## Governor's Office of Economic Development

State of Utah

GARY R. HERBERT  
Governor

GREG BELL  
Lieutenant Governor

SPENCER P. ECCLES  
Executive Director

LEIGH VON DER ESCH  
Managing Director, Utah Office of Tourism & Film

FOR IMMEDIATE RELEASE:  
December 17, 2008

Contact:  
Trevor Snarr  
[tgsnarr@utah.gov](mailto:tgsnarr@utah.gov)  
801.538.8740

### Utah Film Commission Announces Winners of the 2009 "Spot On" Commercial Contest

Salt Lake City, UT – The Utah Film Commission held its 7<sup>th</sup> annual "Spot On Commercial Contest" Awards Luncheon on Tuesday, December 15, 2009, handing out a top prize for two commercial spot campaigns called *No Lens is Wide Enough for Utah*. A cash prize of \$3,000 was given to the creators, Tennille Olsen and Will Thomas of Pleasant View, Utah.

The winning campaign will air on Park City Television during the 2010 Sundance Film Festival. "Tennille and Will's work will be seen by thousands of visitors including many film producers and directors that attend the festival," said Marshall Moore, director of the Utah Film Commission. "Moreover, these commercials in particular illustrate that Utah is an ideal destination for any type of film production."

For the past seven years, the UFC has held its "Spot On" Commercial Contest, giving the opportunity for local residents and those attending school in the state to submit originally created commercial spots to help promote Utah as a filming destination. The nearly 80 submissions were reviewed and judged by an independent group of industry professionals with backgrounds in film and advertising: John Corser (FilmUtah Magazine), Topher Horman (SLC Film Center), Amy Lukas (Infinite Scale Design Group), Jeff Miller (Vineyard Productions), Susen Sawatzki (Ad News) and Brian Wimmer (X-Dance Film Festival).

Other awards given were the Creative Concept Award – Kevin Bowden, Tasha Neilson and Brandon Sandberg for their spot titled *Utah. Your Masterpiece*. The 18 Years or Younger Award went to Taylor Lewis for *I Want to be a Filmmaker*, and several entries received honorable mentions. A DVD with the 2009 "Spot On" winners is available upon request.

"I can assure you that the Governor (Herbert) is committed to the growth in film and tourism. We have a keen interest in the new Motion Picture Incentive Fund and the need to increase the length of that fund from a short term period to a long term period so we can get a major television series here. That is one of the priorities for us," said Spencer Eccles, executive director of the Utah Governor's Office of Economic Development.

– more –



Utah Film Commission • Council Hall/Capitol Hill, 300 North State Street • Salt Lake City, Utah 84114  
801.538.8740 • 800.453.8824 • Facsimile 801.538.1397 • [film.utah.gov](http://film.utah.gov)

Leigh von der Esch, managing director of the Utah Office of Tourism and former director of the Utah Film Commission, also spoke and honored the film contestants for their strong effort to market the state as a viable place to make movies. “Make no mistake, Utah has always been known to be more than a competitive dose of locations, it has also been a competitive area for crew, talent, equipment, and so many vendors who give the state the film friendly environment we enjoy.”

Utah Film Commission Director Marshall Moore spoke to the industry professionals updating them on current and future film projects. “Since last January, 15 productions have shot in Utah, including *Frozen*, which was just recently announced as an official selection of the Sundance Film Festival.

# # #



## Governor's Office of Economic Development

State of Utah

GARY R. HERBERT  
*Governor*

GREG BELL  
*Lieutenant Governor*

SPENCER P. ECCLES  
*Executive Director*

LEIGH VON DER ESCH  
*Managing Director, Utah Office of Tourism & Film*

FOR IMMEDIATE RELEASE:  
December 30, 2009

Contact:  
Trevor Snarr  
[tgsnarr@utah.gov](mailto:tgsnarr@utah.gov)  
801.538.8740

### **Utah Olympic Venues Spotlights for Vancouver 2010 Olympic Winter Games**

Salt Lake City, UT – Utah just completed hosting the production of two major national commercials. AT&T along with Proctor & Gamble used venues in Salt Lake City, Park City, West Valley City and Ogden to shoot commercials for the Vancouver 2010 Olympic Winter Games.

AT&T shot its spot with five-time Olympic medalist Apolo Ohno at Energy Solutions Arena. Proctor & Gamble used the E Center, Snowbasin and Rio Tinto Stadium.

Both commercials provided hundreds of Utah film crew jobs and included over a thousand paid extras before the holiday season. "These commercials brought back the spirit of the Olympics to the venues that were constructed for the Utah 2002 Winter Olympic Games," said Marshall Moore director of the Utah Film Commission. "We are excited that these companies chose Utah to feature their products and look forward to seeing them air during the Vancouver 2010 Olympic Winter Games."

For the first time in more than thirty years Proctor & Gamble is in the process of building a new "greenfield" manufacturing facility. Box Elder County, Utah was selected as the site for the plant, which is projected to commence production in fall of 2010. When the plant begins production it is expected to employ over 300 people.

###

Formed in 1974, the Utah Film Commission is part of the Governor's Office of Economic Development and is a member of the Association of Film Commissioners International. The mission of the Utah Film Commission is to create high paying quality jobs within the motion picture industry, market the entire state as a location for film and commercial production, and to promote the use of Utah support services and professionals. The commission is client driven -servicing both in state and out-of-state as well as international production companies. For more information about the Utah Film Commission visit <http://film.utah.gov>